

**AMENDMENTS TO THE CLAIMS**

1. (Previously Amended) A method comprising:
  - a) transmitting a functional host with client control features to a client requesting content data;
  - b) transmitting at least one content page from at least one content provider, along with the functional host, to the client;  
receiving client impressions related to the at least one content page through the functional host; and
  - c) calculating content provider revenue that is comprised of a revenue pool of a plurality of advertisers, sponsors or other revenue sources divided by the total number of client impressions counted on the at least one content page from at least one content provider.
2. (Original) The method of claim 1, wherein the client control features include functions to print content.
3. (Original) The method of claim 1, wherein the client control features include functions to save content.
4. (Original) The method of claim 1, wherein the client control features include functions to remotely transmit content.

5. (Original) The method of claim 1, wherein the client control features include functions to search content.

6. (Original) The method of claim 1, wherein the client control features include functions to print, save, search, and/or transmit content.

7. (Original) The method of claim 1, wherein the counting of an impression occurs each time the client is delivered at least one content page from at least one content provider.

8. (Original) The method of claim 1, wherein the counting of an impression occurs each time the client prints at least one content page from at least one content provider.

9. (Original) The method of claim 1, wherein the counting of an impression occurs each time the client saves at least one content page from at least one content provider.

10. (Original) The method of claim 1, wherein the counting of an impression occurs each time the client remotely transmits at least one content page from at least one content provider.

11. (Original) The method of claim 1, wherein the host is always visible to the client when active.

12. (Original) The method of claim 1, wherein the associating of advertising content is dependent upon a client profile.

13. (Original) The method of claim 1, wherein the associating of advertising content is dependant on the content being accessed by the client.

14. (Original) The method of claim 1, wherein the associating of advertising content is dependant upon the at least one content page from at least one content provider delivered to the client.

15. (Original) The method of claim 1, wherein revenue pool comprises the total number of advertisement spots, multiplied by the price per advertisement.

16. (Currently Amended) A method comprising:

- a) assigning and transmitting a functional host to a client;
- b) subdividing advertising content of a plurality of advertisers according to user profiles, known content provider topics, or a combination of said profiles and topics according to said functional host;

c) organizing each one of a plurality of subdivided advertising content into an advertising wheel; and

d) transmitting a plurality of advertisements in the advertising wheel in succession to the functional host.

17. (Original) The method of claim 16, wherein the serving of each advertisement wheel includes serving one advertisement through one rotation of the wheel.

18. (Original) The method of claim 16, wherein the organizing each one of a plurality of subdivided advertising content is configured so that each advertisement in the subdivided advertising content appears at the hub of the wheel.

19. (Original) The method of claim 18, wherein each advertisement on the hub is associated with at least one auxiliary advertisement wheel.

20. (Original) The method of claim 19, wherein the at least one auxiliary advertisement wheel further subdivides at least one advertisement on the hub into a plurality of advertisement types.

21. (Original) The method of claim 20, wherein the further subdivision is a locality of an advertiser.

22. (Original) The method of claim 20, wherein the further subdivision is a transactional discount on an advertiser's product or service.

23. (Original) The method of claim 20, wherein the further subdivision is a price category of an advertiser's product(s) or service(s).

24. (Original) The method of claim 20, wherein the further subdivision is newly released product(s) or service(s) by an advertiser.

25. (Original) The method of claim 20, wherein the further subdivision is a sponsored community or charity event.

26. (Original) The method of claim 20, wherein the further subdivision is financially-related news on a company.

27. (Original) The method of claim 16, wherein the serving each advertisement is configured to serve each advertisement once before serving an advertisement again.

28. (Original) The method of claim 16, wherein the assigning of a functional host to a client includes impression activation capabilities.

29. (Original) The method of claim 28, wherein the inclusion of impression activation capabilities contain print, store and/or e-mail functions.

30. (Previously Amended) A method comprising:

- a) transmitting content from a plurality of content providers to a client;
- b) receiving client impressions of the content distributed by the plurality of content providers;
- c) determining the revenue pool of a plurality of advertisers, sponsors and other revenue sources; and
- d) distributing revenue from the revenue pool, wherein each content provider's share would be equal to the revenue pool divided by the total number of impressions received for each content provider.

31. (Original) The method of claim 30, wherein distributing revenue from the revenue pool is accomplished by multiplying the number of advertising spots by the price per advertisement.

32. (Original) The method of claim 30, wherein the counting of client impressions include actions where the client is delivered a content page from a content provider.

33. (Original) The method of claim 30, wherein the counting of client impressions include actions where the client prints a content page from a content provider.

34. (Original) The method of claim 30, wherein the counting of client impressions include actions where the client saves a content page from a content provider.

35. (Original) The method of claim 30, wherein the counting of client impressions include actions where the client transmits a content page from a content provider.

36. (Original) The method of claim 30, wherein the counting of client impressions include actions where the client initiates a search from content page from a content provider.

37. (Previously Amended) The method of claim 30, wherein the counting of client impressions include actions where the client: (1) is delivered a content page from a content provider, (2) prints a content page from a content provider, (3) saves a content page from a content provider, and (4) transmits a content page from a content provider.

38. (Previously Amended) A system for providing advertiser-sponsored content in a global content center comprising:

a) means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;

b) means for associating advertisements with a client profile, content page and/or content location in the global content center;

c) means for serving associated advertisements to a client host;

d) means for counting client impressions of content on the global content center; and

e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider.

39. (Previously Amended) The system of claim 38, wherein an impression is counted when a client: (1) is delivered a content page; (2) prints a content page; (3) saves a content page; and (4) transmits a content page.

40. (Previously Amended) A system for delivering host-based advertising comprising:

a) means for transmitting a functional host with a sponsor and control features to a client;

b) means for embedding the functional host;

c) means for associating a client preference with the functional host;

d) means for subdividing advertising content according to the functional host;

e) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;



f) means for automatically displaying each advertisement in the advertising wheel in succession to the client according to the host.

41. (Original) The system of claim 40, wherein at least one auxiliary advertisement wheel is associated with at least one advertisement on the advertising wheel.

42. (Original) The system of claim 41, further comprising means to deliver advertisements from at least one advertisement wheel and auxiliary wheel in accordance to the host.

43. (Previously Amended) A system for advertiser-sponsored content, comprising:

- a) means for transmitting a functional host with a sponsor and control features to a client;
- b) means for embedding the functional host;
- c) means for subdividing advertising content according to the functional host, content page, or to a known content provider topic;
- d) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;
- e) means for displaying each advertisement in the advertising wheel one at a time and in succession to a client; and

f) means for compensating content providers through the amount of client impressions collected.

44. (Previously Amended) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine the number of client impressions on a content provider's content;
- b) code to access a advertiser-generated revenue pool of a plurality of advertisers, sponsors or other revenue sources; and
- c) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool.

45. (Original) Computer executable software code stored on a computer readable medium as in claim 44, wherein further code is added to determine value of designated client activity in the content provider's content.

46. (Previously Amended) Computer executable software code stored on a computer readable medium, comprising:

- a) code to associate advertisements with a functional host, content page, or to a known content provider topic;
- b) code to serve an associated advertisement;

- c) code to determine the number client impressions on a content provider's content;
- d) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool determined by a plurality of advertisers, sponsors or other revenue sources.

47. (Previously Amended) A method comprising:

- a) embedding a functional host with control features;
- b) associating all content from a plurality of content providers to the functional host;

and

- c) processing client impression data through the control features.

48. (Original) The method of claim 47, wherein the collecting of client impression data further includes using the impression data to compensate the content providers.

49. (Previously Amended) The method of claim 48, wherein using the impression data includes deriving a compensation value for a period by dividing the collected client impressions provider by the total number of content impressions for all content providers and multiplying the result by the advertiser-based, sponsor-based or other revenue-based revenue pool.

50. (Previously Amended)      The method of claim 47, wherein the processing of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity.

51. (Previously Amended)      A system comprising:

- a) a memory;
- b) a functional host, embedded with control features, stored in said memory;
- c) a processor disposed in communication with said memory, said processor configured to associate all content from a plurality of content providers within the functional host, transmit the functional host to a client, and process client impression data from the functional host.

52. (Original)      The system of claim 51, wherein the processor processes client impression data to calculate an advertiser-based compensation value for content providers.

53. (Previously Amended)      The system of claim 52, wherein the processor calculates the compensation value for a period by dividing the collected client impressions for a content provider by the total number of content impressions for all content providers and

multiplying the result by the advertiser-based, sponsor-based or other revenue-based revenue pool.

54. (Previously Amended) The system of claim 51, wherein the processor collects client impression data each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from a content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity..

55. (Previously Amended) A method comprising:

- a) transmitting a host with a sponsor and control features to a client;
- b) embedding the host with a sponsor and control features;
- c) associating an advertising wheel with the sponsor;
- d) displaying the host advertisements from the wheel targeted for the sponsor's advertising content one at a time and in succession to the client; and
- e) collecting the client's impression data through the control features.

56. (Previously Amended) The method of claim 55, wherein the collecting of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page

from a content provider; (4) initiates a search from the content page; and (5) transmits a content page from a content provider.

57. (Original) The method of claim 55, wherein the serving of host advertisements include a secondary source located in a secondary advertising wheel associated with the said advertising wheel.

58. (Original) The method of claim 57, wherein the secondary source is a locality of the sponsor.

59. (Original) The method of claim 57, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

60. (Original) The method of claim 57, wherein the secondary source is a price category of an sponsor's product(s) or service(s).

61. (Original) The method of claim 57, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

62. (Original) The method of claim 57, wherein the secondary source is a sponsored community or charity event(s).

63. (Original) The method of claim 57, wherein the secondary source is financially-related news on the sponsor.

64. (Previously Amended) A system comprising:

- a) a memory loaded with a web page;
- b) a functional sponsor host, loaded in the web page; and
- c) an advertising wheel, disposed in communication with the functional sponsor host, wherein client impressions are transmitted from the functional sponsor host in relation to the web page; wherein the client's impressions are used to determine content provider revenue from a revenue pool of a plurality of advertisers, sponsors or other revenue sources.

65. (Previously Amended) The system of claim 64, wherein client impressions are transmitted each time the client: (1) views the web page; (2) prints the web page; (3) saves the web page; (4) initiates a search from the web page; and (5) transmits the web page.

66. (Original) The system of claim 64, wherein the advertising wheel contains a secondary source of advertisements.

67. (Original) The system of claim 66, wherein the secondary source of advertisement is a secondary advertising wheel.

68. (Original) The system of claim 66, wherein the secondary source is a locality of the sponsor.

69. (Original) The system of claim 66, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

70. (Original) The system of claim 66, wherein the secondary source is a price category of a sponsor's product(s) or service(s).

71. (Original) The system of claim 66, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

72. (Original) The system of claim 66, wherein the secondary source is a sponsored community or charity event.

73. (Original) The system of claim 66, wherein the secondary source is financially-related news on the sponsor.

74. (Previously Amended) A method comprising:

a) transmitting a host from a sponsor to a client on a network, wherein the host has a face value and can be exchanged with other clients on the network;



- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a discount on goods or services according to the face value.

75. (Previously Amended)      The method of claim 74, wherein the host may vary in value while being stored in memory.

76. (Previously Amended)      The method of claim 75, wherein the value may be an interest rate.

77. (Previously Amended)      The method of claim 75, wherein the value may be a time value discount.

78. (Previously Amended)      A method comprising:
- a) transmitting a host from a sponsor to a client on a network, wherein the host has a redemption value and can be exchanged with other clients on the network;
  - b) storing the host in a memory; and
  - c) transmitting the host from the client to a remote location, wherein the host provides a transactional medium, equal to the redemption value, for the client.

79. (Original)      The method of claim 78, wherein the host may vary in value while being stored in memory.

80. (Original)      The method of claim 78, wherein the value may be an interest rate.

81. (Original)      The method of claim 78, wherein the value may be a time value discount.

82. (Previously Amended)      A method comprising:

- a) transmitting a functional sponsor host to a client; and
- b) configuring an advertisement wheel to be in communication with the functional sponsor host so that each advertisement display in succession to the client corresponds with the functional host.

83. (Original)      The method of claim 82, wherein the transmitting a functional sponsor host also includes transmitting transactional data to the host.

84. (Original)      The method of claim 83, wherein the transmitting of transactional data relates directly to the advertisements transmitted to the client.

85. (Previously Amended)      A method comprising:

- a) transmitting a functional host to a client;
- b) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- c) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a revenue pool formed by contributions from a plurality of advertisers, sponsors or other revenue sources.

86. (Original) The method of claim 85, wherein the total number of client impressions received are divided into a revenue pool to establish a content provider revenue.

87. (Original) The method of claim 85, wherein transmitting the functional host further includes means to print content.

88. (Original) The method of claim 85, wherein transmitting the functional host further includes means to save content.

89. (Original) The method of claim 85, wherein transmitting the functional host further includes means to transmit content.

90. (Original) The method of claim 85, wherein transmitting the functional host further includes means to initiate a search from the content.

91. (Original) The method of claim 85, wherein transmitting the functional host further includes means to print, save, transmit, or initiate a search from the content.

92. (Previously Added) A method comprising:

- a) determining a revenue pool of a plurality of advertisers, sponsors or other revenue sources;
- b) transmitting a functional host with client control features to a client requesting content data;
- c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- d) receiving client impressions related to the at least one content page through the functional host; and
- e) calculating content provider revenue that is comprised of the revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider, wherein the determination of the of the revenue pool is done prior to receiving the client impressions.

93. (Previously Added) A method comprising:

- a) determining the revenue pool of a plurality of advertisers, sponsors and other revenue sources;

- b) transmitting content from a plurality of content providers to a client;
- c) receiving client impressions of the content distributed by the plurality of content providers; and
- d) distributing revenue from the revenue pool, each content provider's share being equal to the revenue pool divided by the total number of impressions received for each content provider, wherein the determination of the revenue pool is done prior to receiving the client impressions.

94. (Previously Added)      A system for providing advertiser-sponsored content in a global content center comprising:

- a) means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;
  - b) means for associating advertisements with a client profile, content page and/or content location in the global content center;
  - c) means for serving associated advertisements to a client host;
  - d) means for counting client impressions of content on the global content center; and
  - e) means for distributing revenue from the revenue pool to content providers
- depending on the number of client impressions counted for each content provider, wherein the revenue pool is determined prior to receiving the client impressions.

95. (Previously Added) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine an advertiser-generated revenue pool of a plurality of advertisers, sponsors or revenue sources;
  - b) code to determine the number client impressions on a content provider's content;
- and
- c) code to access the advertiser-generated revenue pool of a plurality of advertisers, sponsors or revenue sources;
  - d) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, wherein the determination of the revenue pool is done prior to receiving the client impressions.

96. (Previously Added) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine an advertiser-generated revenue pool of a plurality of advertisers, sponsors or other revenue sources;
  - b) code to associate advertisements with a functional host, content page, or to a known content provider topic;
  - c) code to serve an associated advertisement; and
  - d) code to determine the number client impressions on a content provider's content,
- and

e) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool, wherein the determination of the revenue pool is done prior to receiving the client impressions.

97. (Previously Added & Currently Amended) A system comprising:

a) a means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;

b) a memory loaded with a web page;

~~b)~~ c) a functional sponsor host, loaded in the web page; and

~~d)~~ d) an advertising wheel, disposed in communication with the functional sponsor host that determines and transmits a plurality of client impressions from the functional sponsor host in relation to the web page to determine content provider revenue from the revenue pool, wherein the revenue pool is determine prior to determining the plurality of client impressions.

98. (Previously Added) A method comprising:

a) transmitting a functional host to a client;

b) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and

c) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a revenue pool formed by

contributions from a plurality of advertisers, sponsors or other revenue sources, wherein the revenue pool is determined prior to receiving the client impressions.